

**REMARKS**

At the outset, the Examiner is thanked for the thorough review and consideration of the pending application. The final Office Action dated May 16, 2007 has been received and its contents carefully reviewed.

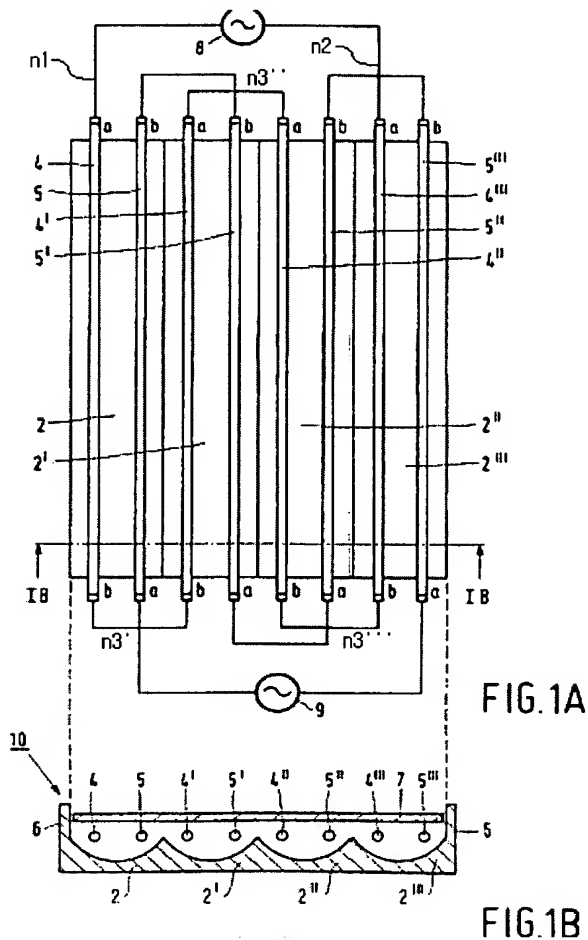
Claims 1 and 5 are hereby amended. Accordingly, claims 1-7 are currently pending. Reexamination and reconsideration of the pending claims is respectfully requested.

In the Office Action, Claims 1 to 7 are rejected Under 35 USC§102(b) as being anticipated by Van Duijneveldt (U.S Patent No. 5,975,722 A hereinafter "Van Duijneveldt").

The rejection of claim 1 is respectfully traversed and reconsideration is requested. Claim 1 is allowable over the cited reference at least in that claim 1 recites a combination of elements including, for example, "a lamp housing having a first side and a second side opposite the first side; and a plurality of lamps respectively having a low voltage electrode and a high voltage electrode each at opposite ends of the lamp, the lamps arranged substantially parallel in the lamp housing, a first end of each lamp nearer to the first side of the housing than to the second side of the housing so that the low voltage and the high voltage electrodes at the first ends of the lamps are alternately disposed at the first side of the lamp housing, wherein an equipotential low voltage is supplied to the low voltage electrodes of lamps respectively, and wherein an equipotential high voltage is supplied to the high voltage electrodes of lamps respectively".

In Van Duijneveldt, "an equipotential low voltage is supplied to the low voltage electrodes of lamps respectively, and wherein an equipotential high voltage is supplied to the high voltage electrodes of lamps respectively" is not disclosed because the lamps are connected in series. In Van Duijneveldt, voltages of electrode nodes  $n_3$ ,  $n_3'$ ,  $n_3''$ , and  $n_3'''$  of intermediate lamps are intermediate voltages between a voltage of the first node  $n_1$  and a voltage of the second node  $n_2$  as shown below in Figure 1A. Accordingly, the voltage difference that is applied

to the electrodes of the intermediate lamps decreases across the serial connection structure of Van Duijneveldt. Thus, brightness of the intermediate lamps decreases.



On the other hand, in the present invention, a high-level voltage that is applied to high voltage electrodes of the lamps substantially has an equipotential high voltage, and a low-level voltage that is applied to low voltage electrodes of the lamps substantially has an equipotential low voltage. As a result, the lamps turn-on with uniform brightness.

Also, the rejection of claim 5 is respectfully traversed and reconsideration is requested. Claim 5 is allowable over the cited reference at least in that claim 5 recites a combination of elements including, for example, "a back light unit having a lamp housing having a first side and a second side opposite the first side, a plurality of lamps respectively having a low voltage

electrode and a high voltage electrode each at opposite ends of the lamp and arranged substantially parallel in the lamp housing, a first end of each lamp nearer to the first side of the housing than to the second side of the housing so that the low voltage electrode and the high voltage electrode at the first ends of the lamps are alternately disposed at the first side of the lamp housing, a diffusion plate disposed on the lamp housing, and an optical sheet disposed on the diffusion plate; and a liquid crystal panel disposed on the back light unit and having a plurality of liquid crystal cells arranged in matrix form, wherein an equipotential low voltage is supplied to the low voltage electrodes of lamps respectively, and wherein an equipotential high voltage is supplied to the high voltage electrodes of lamps respectively”.

Therefore, the cited reference does not teach or suggest the features of the claims 1 and 5.

The rejection of claims 2-4, and 6-7 are respectfully traversed and reconsideration is requested. Claims 2-4, and 6-7 depend from claim 1 or 5, respectively, and necessarily contain all of the limitations of claim 1 or 5.

In view of the above, each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to pass this application to issue. Applicants believe the foregoing amendments place the application in condition for allowance and early, favorable action is respectfully solicited.

If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at (202) 496-7500 to discuss the steps necessary for placing the application in condition for allowance. All correspondence should continue to be sent to the below-listed address.

If these papers are not considered timely filed by the Patent and Trademark Office, then a petition is hereby made under 37 C.F.R. §1.136, and any additional fees required under 37 C.F.R. §1.136 for any necessary extension of time, or any other fees required to complete the

filing of this response, may be charged to Deposit Account No. 50-0911. Please credit any overpayment to deposit Account No. 50-0911. A duplicate copy of this sheet is enclosed.

Dated: **15 August 2007**

Respectfully submitted,

By

  
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